

M
MERAKI GUIDES

THE
Foundations of



Branding

E-BOOK

"YOUR BRAND IS
WHAT OTHER
PEOPLE SAY
ABOUT YOU
WHEN YOU'RE
NOT IN THE
ROOM."

-Jeff Bezos

AN INTRO TO *brand strategy*

WHAT IS A BRAND STRATEGY?

A brand strategy is a type of marketing strategy that focuses on a long-term plan that you use to achieve your business goals of becoming the preferred brand of your target audience. It's the key to creating a timeless brand that will differentiate you in the market and make customers choose your service and/or product over competitors.

WHY IS A BRAND STRATEGY IMPORTANT?

According to Forbes, your brand has **seven seconds** to make a first impression — A brand strategy refers to your brand identity, which differentiates you from your competitors. It involves creating an image or brand message that resonates with customers, and drives brand recognition by communicating a consistent message across all channels.

HOW CAN A BRAND STRATEGY PROPEL MY BUSINESS?

New 2024 branding statistics and trends show that over 80% of consumers said they need to trust a brand to consider purchasing. An effective brand strategy can help you stand out in a competitive market, establish long-term customer trust and loyalty, and drive growth for your business.

YOUR BRAND IS MORE THAN JUST _____

- A logo
 - A slogan
 - Your business name
 - Fonts
 - A color pallet
 - Your goals & ideas
-

YOUR *BRAND* IS A
REFLECTION *of*
YOU & YOUR
DREAM CUSTOMER

BEHIND THE *BRAND*

WHAT IS YOUR WHY?

Reflect on the reasoning that inspired your work and the reason you started your business.

HOW IS YOUR BUSINESS UNIQUE?

WHAT ARE YOUR LONG-TERM GOALS?

THE

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Elements of *of* BRAND
FOUNDATION

01. MISSION

02. VISION

03. VALUES

04. PERSONALITY + VOICE

05. POSITIONING

06. BRAND IDENTITY

5 Elements of Brand Foundation

MISSION

A brand mission statement clearly communicates a brand's purpose, objectives and how it plans to serve its audience. It is action-oriented and gives readers an idea of what your business does and what impact it wants to make.

A good place to start is to figure out your brand's "what," "why" and "how." The answers to these simple questions will provide you with the definition of your core product or service, help you determine the reason your company exists and specify all the ways you are going to bring value to your audience.

5 Elements of Brand Foundation

MISSION CONT.

Your brand's mission statement should communicate the purpose and philosophy behind the customer experiences you're creating.

Use the prompts below to help define your brand's mission.

- What inspires you to develop this brand for your business?
- What impact do you want your brand to make?
- What experiences do you want to enable for customers, including emotions, sensations, new thoughts, and possibilities?
- What practical role do you want your brand to play in customers' lives?
What outcomes can your brand drive?

5 Elements of Brand Foundation

2. VISION

Your brand's vision is a long-term, future-oriented goal for what your brand will become, the presence it will have in the world, and what it will accomplish. To describe your brand vision, think about what could be possible for your brand.

Think about your brand's concept of its future and consider the following:

- Where is your brand going?
- What does it want to achieve?
- What values does it want to stand for?

5 Elements of Brand Foundation

3. VALUES

With your brand's mission and vision clearly outlined, your next step is to identify the values.

Reflect on the questions below to determine how your brand behaves in the marketplace and the customers you want to attract.

- What does your brand stand for?
- What is the fundamental belief system behind every aspect of the brand?

*Brands that align with their customers' values are more likely to build trust and brand loyalty.

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4. PERSONALITY

Brand personality refers to the characteristics that your brand embodies — it's what makes a brand relatable and memorable to its customers. When done well, your brand can build loyalty among your target market.

It encapsulates how your brand communicates its **values & beliefs** to your audience through visual cues, communications, and marketing. Every brand has a personality, but brands that put the work into defining their personality have a much better chance of connecting with their target audience. That's why it's essential to define your brand personality early in the brand strategy process and refine it as you go.

5 Elements of Brand Foundation

PERSONALITY CONT.

Your brand voice will determine how you use language to communicate your mission, values, and *personality* to the world. The brand voice will keep your messaging consistent.

Here are some questions to get you started:

- What do you want your brand to be known for?
- What adjectives would you want customers to use to describe your brand?
- How would you describe your brand's personality?
- If your brand were a person, what tone, words, and phrases would they use? How would they come across?

5 Elements of Brand Foundation

PERSONALITY CONT.

Use the frameworks to help you identify your brand personality -

1. The Aaker Model-provides a structure for thinking conceptually about brand personality through a five-dimensional model. These dimensions are:

- Sincerity
- Excitement
- Competence
- Sophistication
- Ruggedness

1. 12 Brand Archetypes-When properly identified, brand archetypes will reflect the personality of your brand and serves to better align personality type with specific Customer Personas.

5 Elements of Brand Foundation

BRAND FRAMEWORK

Aaker Model

Reflect on the five dimensions of the Aaker Model. Which category outlined in the page above resonate most with your brand?

COMPETENCE

STARBUCKS



SOPHISTICATION

APPLE



5 Elements of Brand Foundation

BRAND FRAMEWORK

12 Archetypes

There are twelve brand archetypes:

- The Innocent = Safety
- The Sage = Knowledge
- The Explorer = Freedom
- The Outlaw = Revolution
- The Magician = Transformation
- The Hero = Change the World
- The Lover = Connection
- The Jester = Enjoyment
- The Everyman = Belonging
- The Caregiver = Helping Others
- The Ruler = Control
- The Creator = Innovation

The idea is that we humans are wired to behavior built on our desires, and certain personalities have stronger desires than others. Based on 12 human desires, are 12 Archetypes – these are used to define your brand's personality. As a brand, you want to appeal to the desires of your audience, rather than the traditional age and demographics.

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BRAND FRAMEWORK

12 Archetypes

The Archetypal Wheel below is an intuitive tool that helps to gather all the information together, to give you a quick overview, and shows how each of the 12 Brand Archetypes divide into the four main motivational characters: Independence, Change, Belonging and Structure: and it's desires – enabling the information to be more accessible



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5. POSITIONING

Careful brand positioning can help you distinguish your brand from others in your industry and capture your target audience's attention.

Use the questions below to the above questions to craft a brand positioning statement:

- What makes your brand and its products and services unique in your industry?
- What are the specific differentiators, and how do they compare to competitors' offerings?
- How will consumers who fit your buyer persona perceive and respond to these differentiators?
- What will they believe about your brand and its products and services?

5 Elements of Brand Foundation

POSITIONING CONT.

This process includes identifying, building and maintaining a story about your brand that resonates with your target market. That's what makes your business unique and memorable to your customers.

Good positioning will determine who you compete with within your category. This will also impact how much customers are willing to pay for your product or service, as well as shape their view on what they're buying from your business.

5 Elements of Brand Foundation

IDENTITY

Gather everything you've put together so far to design your brand's identity. The identity will include all sensory experiences associated with your brand, such as the visual design of the logo, fonts, and colors; voices, music, and images that appear on videos; and the brand name and tagline.

Subtle choices in font style, size, layout, shades of color, scents, sounds, and other design elements can influence how the world perceives your brand. *Brainstorm ideas about how different design elements can do the following:*

- Represent your brand's mission, vision, and values
- Correspond to your brand voice
- Evoke the emotions you want customers to experience